

## **DEPARTMENT REPORT FEBRUARY, 2015**

### **DIRECTOR'S OFFICE**

- The Board of Health Luncheon and Awards Ceremony is scheduled for Wednesday, April 8, 2015 at the Bryan East Medical Plaza. David Cary from the Lincoln-Lancaster County Planning Department will be the keynote speaker.
- The Health Director attended the County Management Team's Mid-Year Legislative Retreat. She continues to serve on the Mayor's Legislative Review Team as well.
- The Health Director continues to meet with Lancaster County Emergency Management staff and an emergency care physician regarding medical direction in case of an emergency.
- The Health Director serves on the Community Health Endowment Board of Trustees and Funding Committee. The Funding Committee completed an initial review of grant applications for the coming year.
- The Health Director met with Public Works Officials regarding recycling efforts in the community.

### **ANIMAL CONTROL**

#### **Animal Control Stats**

	<b>Sep 12- Jan 13</b>	<b>Sep 13- Jan 14</b>	<b>Sep 14- Jan 15</b>
<b>Pet Licenses Sold</b>	25527	25937	25703
<b>Cases Dispatched</b>	9785	9655	9651
<b>Investigation</b>	10405	10301	10359
<b>Animals Impounded</b>			
<b>Dogs</b>	593	612	561
<b>Cats</b>	476	522	557
<b>Court Citations Issued</b>	149	158	130
<b>Warnings/Defects Issued</b>	6814	7173	6858
<b>Bite Cases Reported</b>	185	170	187
<b>Attack Cases Reported</b>	20	13	25
<b>Dogs Declared Pot. Dangerous</b>	32	26	24

<b>Dangerous Dogs</b>	6	5	10
<b>Animal Neglect Investigations</b>	271	249	243
<b>Injured Animal Rescue</b>	255	258	296
<b>Wildlife Removal</b>	152	147	176
<b>Dead Animal Pickup</b>	741	647	777
<b>Lost and Found Reports</b>	1000	818	929
<b>Phone Calls</b>	20128	17656	17548
<b>Average Response Time (in mins)</b>	15	20	22

- Shelly Manning was hired in January as a full-time dispatcher replacing a vacancy that was created last fall after a resignation. Ms. Manning has background skills in dispatching that she brings from previous employment at StarTran.
- Animal Control staff participated in a large table top exercise on February 11<sup>th</sup> with over 125 other players and observers from Lincoln and surrounding areas. Capital Humane Society was a primary player and partner with Animal Control during the exercise. A lot was learned about communication and gave everyone an opportunity to apply their Incident Command and Unity of Command Training. Capital Humane and Animal Control will use the information and knowledge gained to refresh our current Disaster Emergency Plan for Animals.
- Animal Control staff continued work with the Quality Improvement Team and the Quality Council. Discussions about policies and procedures has benefited staff in Animal Control and provides a basis for bringing issues and challenges forward to the Quality Team.
- Wildlife calls, injured animal and dead animal calls, are higher for the September-January 2014-2015 period when compared to the same time frames over the past two years. The public has become more familiar with the city action line and more calls come to Animal Control from that source. Many of the calls are the public calling in to report dead animals on the road or in neighborhoods.
- Animal Control staff will be participating in two community events this year to promote license sales, rabies vaccinations and what we do. The first one is February 28<sup>th</sup> and March 1, 2015 at the Lancaster Event Center. The second one is hosted by the Capital Humane Society and will be held May 16<sup>th</sup> at Pioneers Park. We will be promoting our "TAG IT" campaign and providing information on Spay Neuter benefits, microchipping and responsible pet ownership. An Animal Control Officer will be at both events.

## **COMMUNITY HEALTH SERVICES**

### **Information & Referral Branding Campaign**

- Information & Referral (I&R) is a service in which nurses triage telephone calls from our patients of record and from the general public. I&R nurses have specialized skills aimed

at connecting callers to a source of health care in the community. Their skill set includes specialized training to help patients navigate very complex systems in order to obtain health insurance, if the patient is eligible.

- With the program goals and specific skill set of staff in mind, key I&R staff members met with a consultant, Clover Fredrick, to discuss current marketing strategies and recommend new messages and tactics to increase calls and visits to our I&R webpage *by those who are uninsured*. Many thanks to following staff who participated: Amber Woods, Anita King, Ann Bussey, Ashley Johnson, Barb Martinez, Bernice Afuh, and Sue Hempel.

### **Primary Audience**

- People in poverty, unemployed or underemployed, uninsured.
- New to having insurance including Medicaid and not sure how to use it.
- People aging out of parent's insurance or foster care.

### **Some audiences also:**

- Might be new to the city.
- May have mental health issues.
- Have immediate health needs.

### **Measurable Objectives**

- Increase number of calls related to insurance by 25%.
- Increase visits to the I&R webpage by 25%.
- Increase visits to other clinic pages by 25%.
- Decrease the number of callers complaining about transfers or are unsure they've reached the right number by 25%.

### **Finalization of Messages and Tactics**

Four tagline suggestions were developed.

1. Gateway to Care
2. Opening Doors to Healthcare
3. Your Healthcare Guides
4. Discover Your Path to Health
- 5.

Tagline #1, modified, received the most staff votes: *Your Gateway to Care*.

Using "Your Healthcare Guides" as a way to describe the nurses that answer the phones might provide clarification to callers.

### **Marketing Tactics Recommended by Consultant**

#### **Telephone**

- Instead of answering the telephone by saying "Community Health Services", use "Your Gateway to Care". Our primary audience doesn't know what Community Health Services is.

- Create a system for follow-up for general public callers – end calls by asking for names, phone numbers and emails in order to follow up.
- Add training for all staff related to the purpose of I&R.
- Assure after-hours calls utilize a consistent message to reduce patient confusion.

### **Website**

- Update main page of website
  - Change Page Title to “Health Services: Your Gateway to Care”
  - Re-write text to talk about finding a doctor or getting an appointment.

### **Overall Marketing**

- Use an image as a consistent logo (like magnifying glass or road sign) on all materials and webpages.
- Create a visual description of all clinic services available that can be posted on the web (clickable to other services) and printed in a brochure.
- Create a thin magnet that can be mailed with the phone number and website address. Give to referring agencies or mail out to households in areas of poverty.
- Consider language translations on website and print.
- Update on-hold message with the City to promote the line.
- Add a short description of I&R to the Blue Pages.
- Consider dropping “Community Health Services” from the webpage. “Health Services” does a good job of explaining what the division does and the word Community is confusing.

### **Patient Satisfaction Survey Results**

- Community Health Services and Dental Health & Nutrition staff conducted their quarterly patient satisfaction survey the week of February 9<sup>th</sup>. One hundred twenty eight (128) patients participated from the Dental Clinic, Home Visiting Services, Public Health Clinic (Immunization Clinic, STI Clinic, General Assistance Clinic, Refugee Clinic), and WIC. ***Overall, our services were rated 4.78 out of 5.0 by our patient in this time period.*** This was an increase from our average rating of 4.76 in October 2014. Other results were:

### **Language**

Surveys are available in Arabic, English, Spanish, and Vietnamese. We do not ask a question on the survey about primary language spoken, thus a survey could be completed in English with the help of an interpreter.

- English Language Surveys = 108 (1 survey noted Karen translator.)
- Spanish Language Surveys = 14
- Arabic Language Surveys = 6

### **Did you have any problems scheduling your appointment for today?**

- No = 98% (96% last survey)
- Yes = 2%
- Yes/No = <1% (answer written in)

**Was the staff polite and friendly?**

- Clinic Staff – Yes = 97% (100% last survey)
- Reception Staff – Yes = 97% (99% last survey)
- Interpreter – Yes = 96% (99% last survey)
- Other – Yes = 86% (100% last survey)

**Were your questions answered?**

- Yes=98% (100% last survey)

**Were you given the information you needed?**

- Yes= 98% (99% last survey)

**Sample of Positive Comments (verbatim)**

- Couldn't be better in my opinion 😊. Didn't even hurt yay! (Dental)
- Love prompt medical action and friendly staff (Dental)
- My son and I always receive excellent treatment (Home Visit)
- Im very happy I have none [no suggestions on how to improve services], just to let more parents know of your program. I love it, its very helpful and resourceful, very happy & satisfied. Thank you. 😊 (Home Visit)
- All the services are good and the appointments are on time. I was treated very well specially that I was new comer and I don't speak English. (Medical/Nurse)
- You do a wonderful job for us people in need. Thank you God bless you all. (Medical/Nurse)
- Just keep doing what you guys doing great job...(WIC)
- It goes very smoothly everytime I'm here. (WIC)
- Everything was great and respectful. I was treated with a good manner. (Blank Service)
- You guys are great! I love coming here! (Blank Service)

**DENTAL HEALTH & NUTRITION SERVICES**

**WIC:**

**Caseload (Participation):**

<b>Total</b>	3757
<b>Main</b>	2848
<b>Cornhusker Clinic</b>	909

**Food: For July 2014 -**

<b>Food Monthly Obligations</b>	\$ 244,091.64
<b>Food Pkg Avg.</b>	\$ 68.87
<b>Women</b>	\$ 44.16
<b>Infants</b>	\$ 143.54
<b>Children</b>	\$ 48.25

**Mentoring:**

(Number and school)

<b>Students</b>	
<b>Interns</b>	2 UNL – RD
<b>Volunteers</b>	2 UNL- RD
<b>LMEP Residents</b>	

**Dental Halth**

Number of clients served (unduplicated count): 498

Number of client encounters (duplicated count): 541

Number of patient visits (duplicated provider visits): 793

Number of children served (unduplicated): 273 (55%)

Number of Racial and Ethnic Minorities and White Non-English Speaking: 348 (70%)

**Outreach:**

Fluoride Varnish applications at Educare Center: 121 Early Head Start children

Fluoride Varnish applications during WIC appointments: 64 WIC children and families

5 children identified with urgent care needs receiving transportation and treatment services from Everett Elementary School

**ENVIRONMENTAL PUBLIC HEALTH**

**Outdoor Air Quality Monitoring**

**Air Quality Goal**

Protect human health by maintaining air quality at levels which do not impact human health and preventing illness and disease caused by poor air quality.

**Methods/Strategies (What we do):**

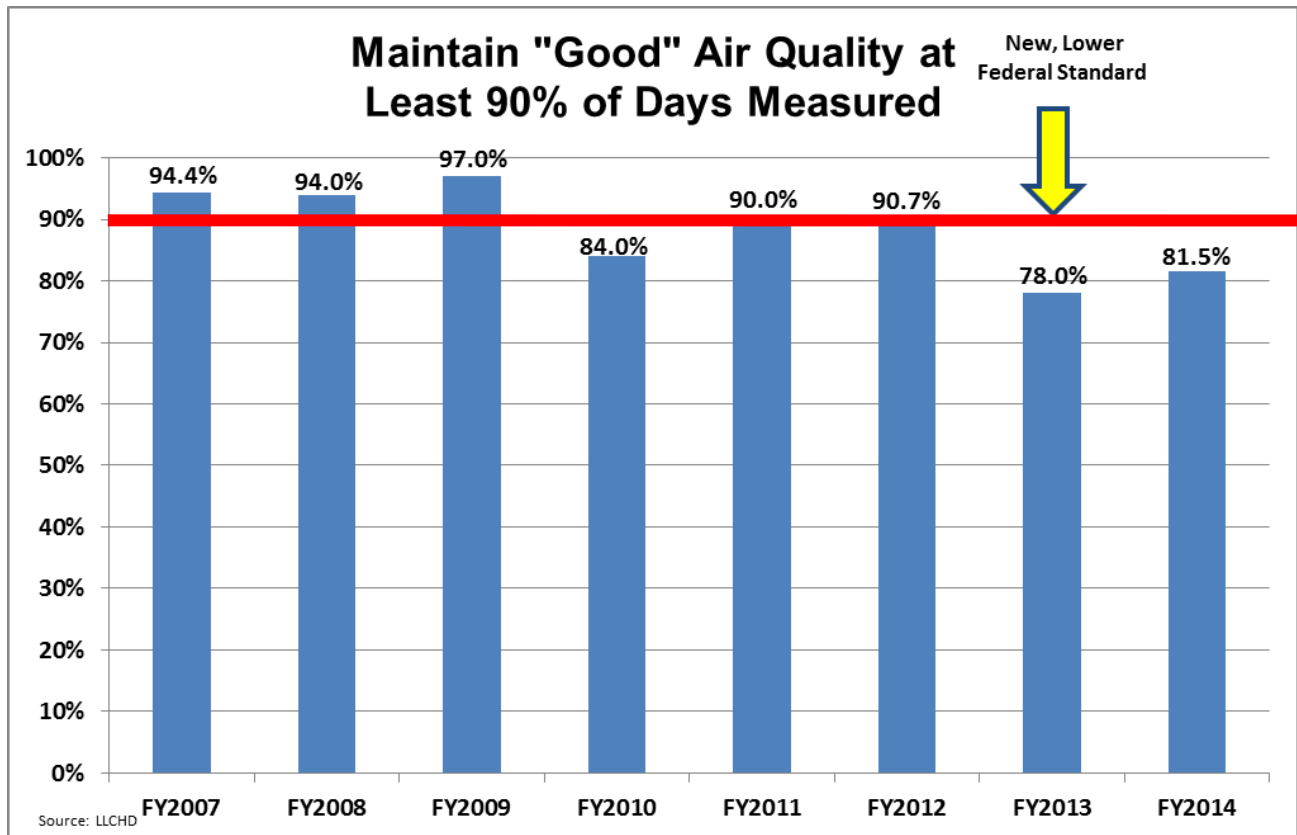
Monitor air for Particulate Matter (PM 2.5), and Ozone (O3).

**Indicator**

Maintain at least 90% of the year as “Good” air quality days.

**Funding/Source:**

Air pollution emission fees, user fees and grants fund 100% of the program.



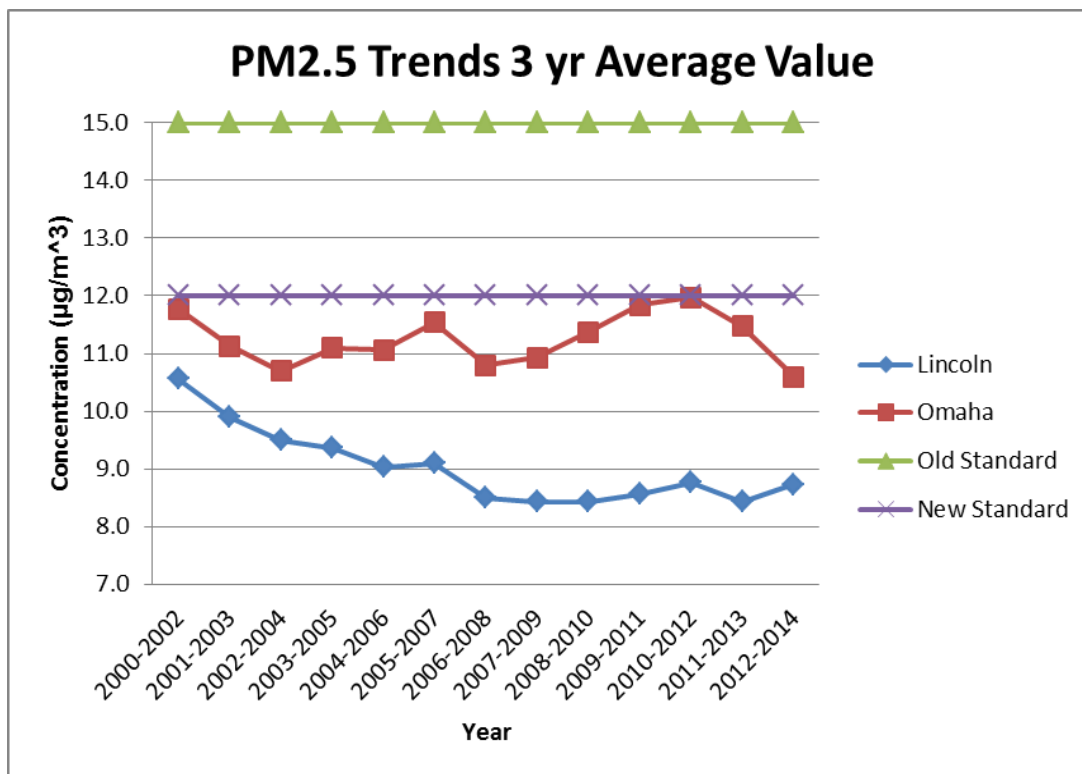
### **Description**

The Health Department has been delegated authority by EPA and NDEQ to manage the Title V Operating Permits program and to regulate other sources of air pollution in Lincoln and Lancaster County. Local regulations reflect Federal and State air quality laws. The Air Pollution Control Advisory Board advises Health on all air quality matters.

### **Particulate Matter**

Lincoln's air quality is monitored 24/7 for very small particulate matter, called "PM 2.5." NDEQ provided grant funding for a new monitor (Beta Attenuation Monitor) and it will be installed in the Spring of 2015. Higher levels of PM2.5 can trigger heart attacks, asthma attacks and breathing problems for people with COPD. PM 2.5 is the primary reason for poorer air quality days. In December 2012, the Federal standard for the annual average for PM2.5 was lowered from 15 ug/m3 to 12 ug/m3. The Air Quality Index has also been modified to reflect this change.

As expected, this resulted in Lincoln not being able to meet our goal of 90% of days being "Good" for air quality. In 2014, only 81.5% of days met the goal of "Good" air quality. However, Lincoln is not in jeopardy of being out of compliance with the Federal Standard at this time (see PM2.5 Trends 3yr Average Value chart). And the majority of days that were poorer air quality were in the "moderate" category, which does not pose significant health risks. However, as noted below, the Flint Hills burning did result in several days with very high particulate levels that do pose health risks to the public.



## Ozone

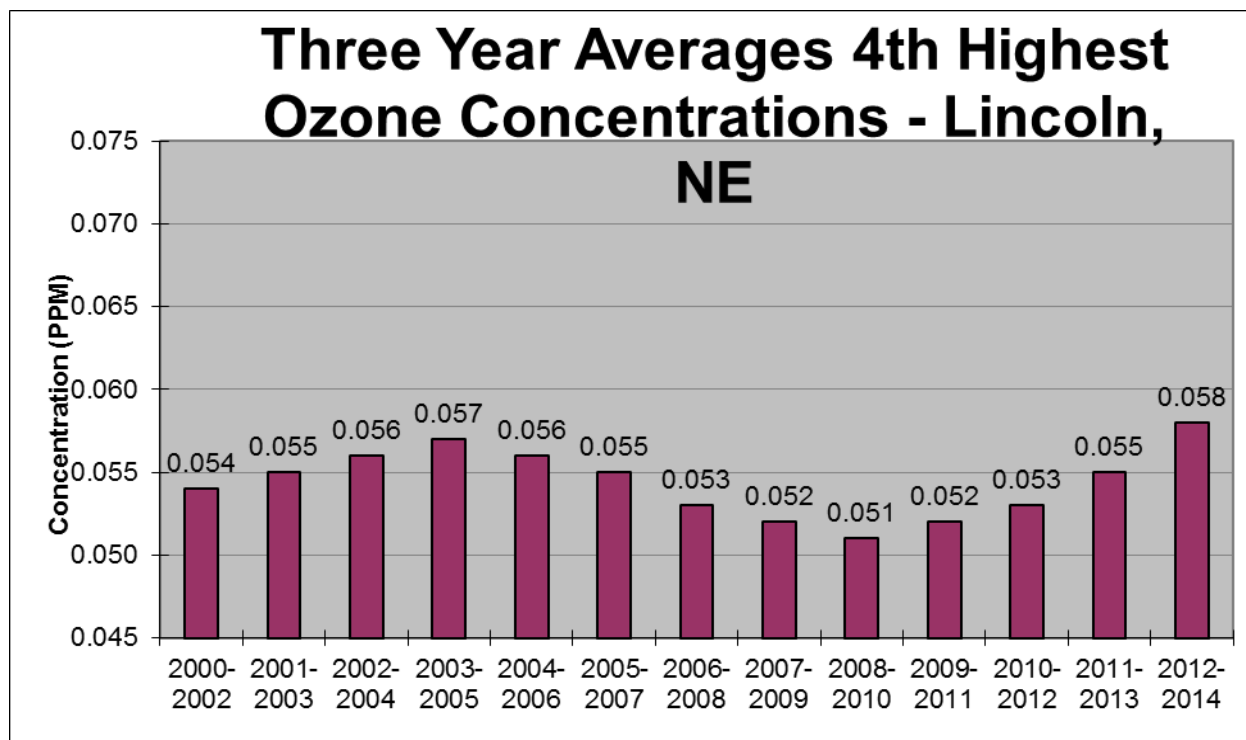


Ozone is monitored in warm weather months. Ozone is associated with aggravation of COPD, asthma, and irritation of the lungs. The current standard is 75 parts per billion (or 0.075 parts per million). Lincoln has maintained Federal “attainment” status for air quality for over a decade. The vast majority of days were in the “Good” air quality category for Ozone, but monitoring has detected a slowly rising average level of Ozone, the reason for which is unclear.

Maintaining attainment status assures

health risks are kept low and prevents onerous Federal air quality requirements which could dampen economic development. New Ozone monitoring equipment was purchased through NDEQ grant funds and was installed in April of 2014.



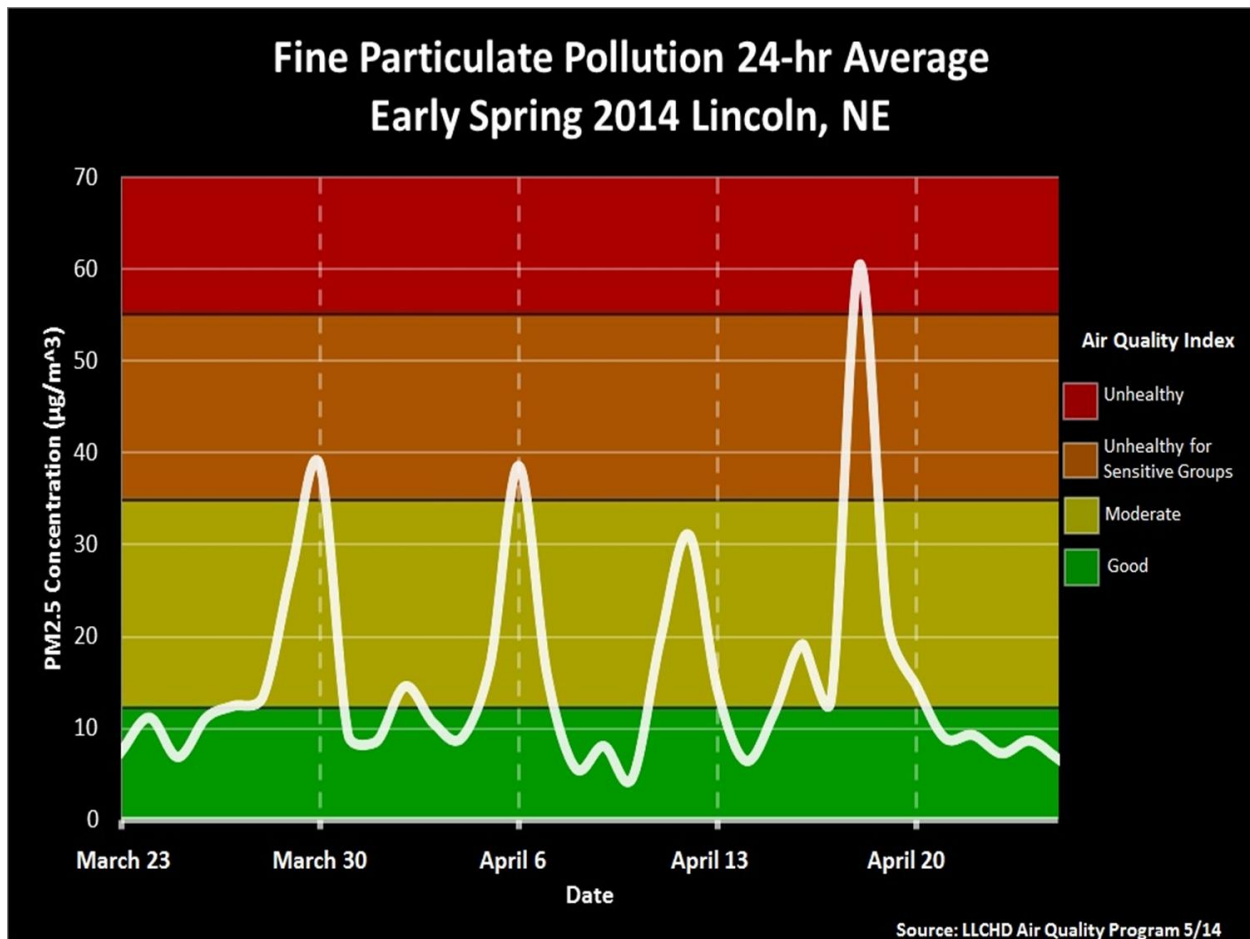


#### Lincoln Recognized for Clean Air

Lincoln was once again recognized by the American Lung Association in their *State of the Air* report for being one of the cleanest cities for Ozone in the nation. Ozone forms when the sun interacts with VOCs (hydrocarbons) and Nitrogen Oxides (NO<sub>x</sub>), the two largest sources of which are vehicles and industry. Of note, the largest industrial source of NO<sub>x</sub> in Lancaster County, NPPD Sheldon Station, reduced emissions of NO<sub>x</sub> by over 50%, from 6293 tons in 2011 to 2807 tons in 2014. With this reduction, vehicles are now the largest source of NO<sub>x</sub>. NO<sub>x</sub> is also emitted from agricultural field burning. Ozone irritates mucous membranes and impairs lung function, especially impacting people with asthma and COPD. The Federal ozone standard is currently 0.075 parts per million (ppm), but it is expected to be lowered this year. Our most recent data indicates that Lincoln will remain below National Ambient Air Quality Standards. Newer vehicles with lower pollution emissions and more people commuting by bicycle, bus and walking help keep our air quality good. Most growing communities see increasing levels of ozone primarily due more vehicles and sprawl, which increases vehicle miles driven.

#### Where there's Smoke there's Particulate Matter

Smoke from open burning and fires have many toxic components, including extremely small particles (called PM<sub>2.5</sub>) that embed deep in the lungs. Higher levels of PM<sub>2.5</sub> can trigger heart attacks, asthma attacks and breathing problems for people with COPD. While nearby burning in the County does contribute to PM<sub>2.5</sub> levels, agricultural burning of over hundreds of thousands of acres of grass in the Flint Hills area of Kansas often results in large amounts of smoke coming into Lincoln causing health concerns and drastically increasing our PM<sub>2.5</sub> levels. 2013 was the worst year for such impact on record. Air Quality staff use internet resources to watch and predict smoke impacts from open burning and issued Health Alerts and Health Advisories.



Another event each year results in very high particulate levels – the 4<sup>th</sup> of July. Similar Health Advisories are issued regarding the health risks posed by smoke emitted by fireworks. In addition, staff carefully review requests for open burning in the County to protect the public's health.

## **HEALTH DATA & EVALUATION**

- The tabletop exercise (TTX) on February 11<sup>th</sup> was very successful in terms of participation with some 135 individuals representing 45 in attendance. The scenario was an F4 tornado on a path that struck Hallam in 2004 continued to Lincoln and destroyed homes and infrastructure in South and East Lincoln. The objective was to test current plans and to work through how each agency or organization would respond as well as to test how the Emergency Operations Center (EOC) would function. Elected officials, state emergency management and state health officials also discussed what their roles would be in such a natural disaster. To the extent that current plans are not in place or need to be modified, the outcome of the exercise will result in improved plans. On March 10<sup>th</sup>, there will be meeting to debrief develop the after action report (AAR) and improvement plan. Our Public Health Emergency Response Coordinator, Randy Fischer, planned the exercise along with Lancaster County Emergency Management, our local hospitals and other members of the Lincoln-Lancaster County Healthcare Coalition, LFR, LES and the Lincoln Water System as well as other parts of the Department of Public Works and Utilities. As newer members of the healthcare coalition, the nursing homes and assisted living facilities in particular, had to address issues such as patient transfers and patient tracking that would be happening if the scenario were real.
- It appears that the local flu activity is now past its peak even though still elevated. We can expect flu cases through April and possibly into May, but if the recent trends continue the worst may be behind us. There's also been a slowdown in the number of confirmed cases of pertussis in recent days so hopefully we are past the peak.
- HDE staff members are working on updating the community health needs assessment that we accomplished with the MAPP (Mobilizing for Action through Planning and Partnerships) process starting in 2010 and that we finished in 2011. In addition, we will be reporting on progress of actions identified in the CHIP (Community Health Improvement Plan) that was developed based upon the priority needs identified in the MAPP process. Our community partners, especially the hospitals, will be asked to reconvene and contribute to the updates in these plans.

## **HEALTH PROMOTION & OUTREACH**

### **HPO Chronic Disease Prevention and Minority Health**

- Staff has provided leadership to the partners of the Crusade Against Cancer coalition in planning the March Campaign Against Colon Cancer. In 2015, it is estimated that 850 Nebraskans will be diagnosed with colorectal cancer and 340 will die from the disease. Over the past ten years, the incidence and deaths from colorectal cancer in Nebraska have been decreasing but still remain higher compared to the rest of the United States. The goal of the 'Crusade' is to raise public awareness about colorectal cancer and to increase screening rates for the disease. Colon cancer is considered a nearly preventable disease with recommended screening. Crusade members include: American Cancer Society;

Bryan Health; CHI Health St. Elizabeth; Consultants in Gastroenterology, PC; Gastroenterology Specialties, PC; Lancaster County Medical Society; Lincoln-Lancaster County Health Department; Lincoln Surgical Group; Nebraska Cancer Research Center; Surgical Associates, PC; and local volunteers. This year, 35 pharmacies in Lincoln and Waverly are participating in the distribution of the free colon cancer screening kits throughout the month of March. Among the media events that are planned is an evening lighting ceremony at the State Capitol. From March 6<sup>th</sup> through March 8<sup>th</sup> the Capitol will glow blue at night in recognition of March as Colon Cancer Awareness Month.

- Staff provided information on pedestrian and bicycle safety to children and adults at the annual Lincoln Children's Museum's Safe Kids, Smart Kids event. The "Safer Journey" pedestrian and bicycle computer education modules help children learn safe pedestrian and bicycle behaviors. Staff assist the children with the modules and are available for further questions by the children and accompanying adults. Approximately 400 children and adults attended this safety fair.

### **Injury Prevention**

- Safe Kids Lincoln-Lancaster County partnered with the Lincoln Children's Museum for their 2<sup>nd</sup> annual Safe Kids, Smart Kids event. All 6 Safe Kids task forces participated, providing interactive educational activities addressing home safety, water safety, fire and burn prevention, bike and pedestrian safety (see above), sports injury prevention, and child passenger safety. Staff and task force partners provided demonstrations, hands-on activities, and information on each of the six injury areas. The Safe Kids partnership with the Children's Museum provides a fun learning environment for families to better understand how to protect children from the leading causes of childhood unintentional injury.

### **Media**

- Staff is working with channel 10/11 to provide injury prevention messages for the Mom's Everyday Program. February focused on burn and scald prevention and the topic for March will be poison prevention.
- Staff was featured on the Channel 8 Midday Forum providing information for February Heart Month, "Don't Hibernate Your Heart".

## **INFORMATION & FISCAL MANAGEMENT**

- Information Management Staff in coordination with City Information Services are adapting the Health Department's Time Reporting System for use by the Law Department.
- IFM Manager has completed the development of HIPAA training for City Information Services staff. Health Department information technology and data staff will also participate in the training scheduled for March.

